

***Flipkart***



**Building Wireframe “AI Shopping Assistant”**

# Over view

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## About

Flipkart Private Limited is an Indian e-commerce company established in 2007. It started with a primary focus on online book sales and soon, expanded to lifestyle products, electronics, home essentials and groceries. Today, Flipkart is the biggest online Indian marketplace competing with the world leader Amazon.

## Mission

"Empowering every Indian's dream by delivering value through innovation in technology & commerce."

## Key Stats

- Total Visits 174.2M
- Bounce Rate : 49%
- Pages Per visit : 5.82
- Avg Visit Duration : 5.33Min

Reference : [Link](#)

## Competitors



# Scope & JTBD

## Scope

Create wireframes for a shopping assistant on Flipkart. The assistant is powered via OpenAI technology and is completely automated.

## Assumptions

- Flipkart will be integrated with OpenAI to enable AI powered shopping assistant
- Tech bandwidth available

### Target Audience



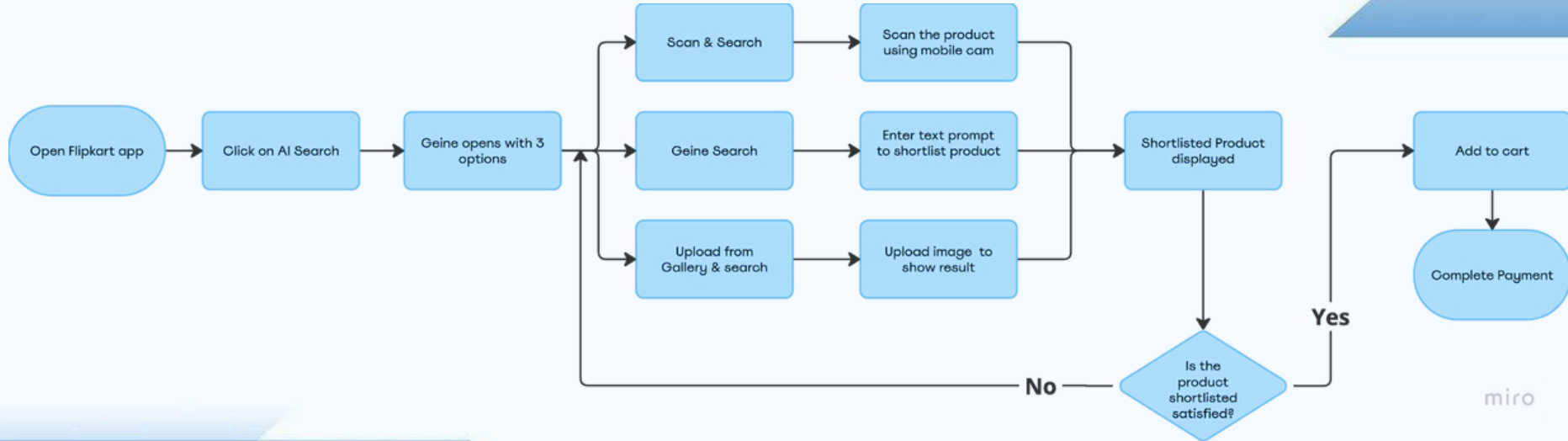
- Urban and Rural Consumers
- Younger Demographics
- Value-Conscious Shoppers
- Sellers and Small Businesses

### JTBD

- **When** I want to shop on Flipkart
- **But** unable to get desired product
- **Please help me** shortlisting, suggesting & comparing products
- **So I** can make my decision & purchase

# User Flow

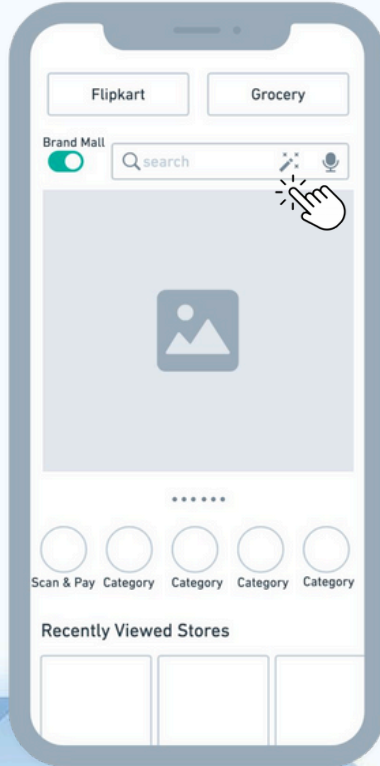
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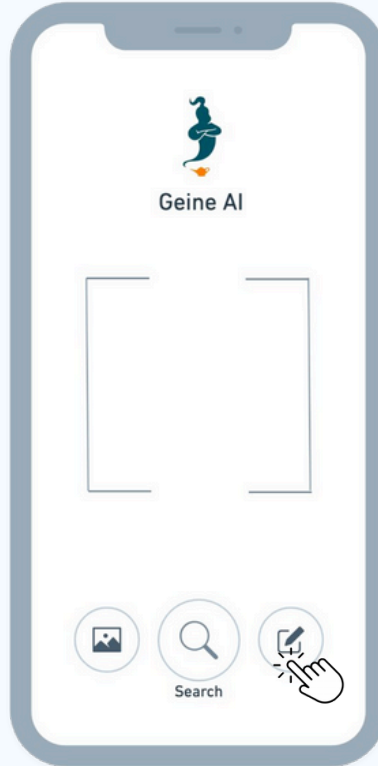
miro

# Wireframes

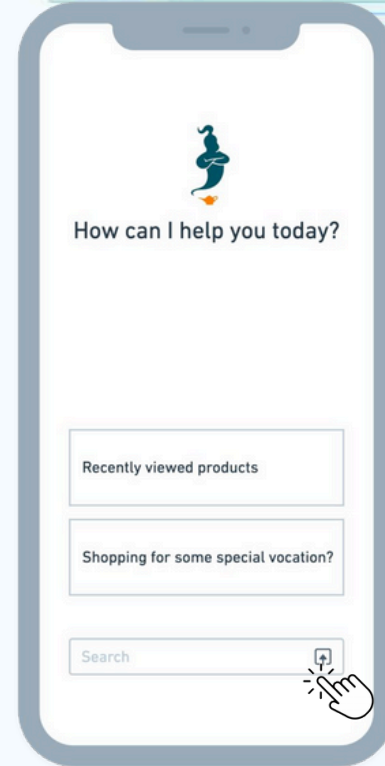
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Step 1  
Open Flipkart app  
Click on AI Search icon



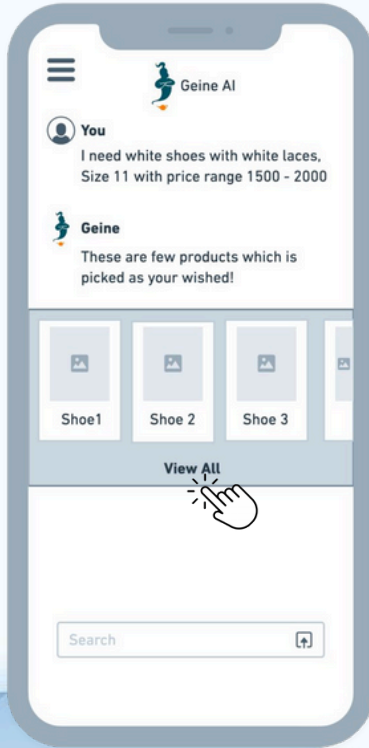
Step 2  
Geine AI opens  
Select chat option to get AI  
recommendation



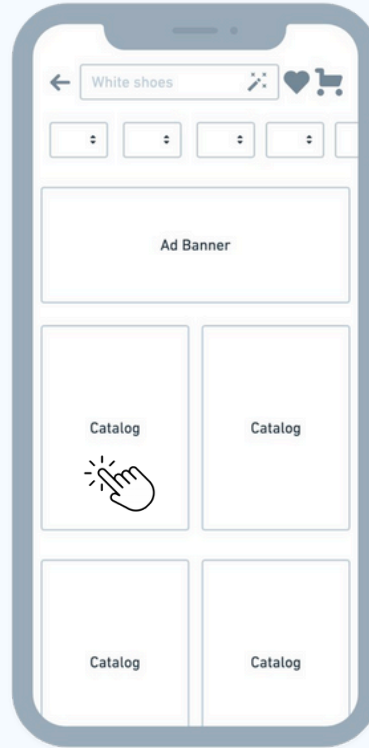
Step 3  
Enter the prompt

# Wireframes

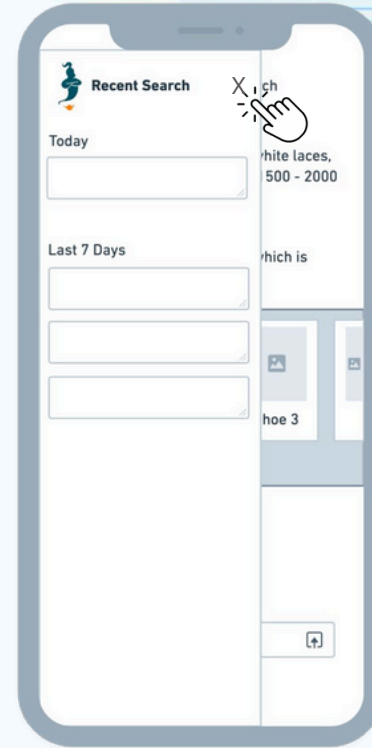
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Step 4  
Geine suggests products as per the user request, Click on view all



Step 5  
All the products displayed, desired product can be added to cart and make payment



Step 6  
Top left screen burger menu will show the Geine chat history

# User Experience

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## How will users discover this feature?

When user opens the app, on search bar a “magical wand” will glow / Highlighted. Which is similar AI icon used by Google in their products (Step 1)

## How will the conversations start?

Clicking on AI icon, User can scan & search, Upload from gallery ( image ), enter prompt in genie to get desired product suggestion ( Step 2 & 3 )

## Use Cases of Geine AI

Scan & Gallery option to search with image and suggest similar product

Explain the vocation and accordingly users get the products ( Example : Suggest products to setup office at home )

In Grocery Prompt: I want to prepare chicken briyani for 5 members can you show ingredients to purchase

## How will previous conversations be stored?

In burger menu the previous conversations will be stored for users reference

## UI elements/UX flows

Geine AI is similar to whatsapp chat which is a global application simple and easy to use.



**Thank you!**